

Thomas J. Egan
Winnebago County Board Chairman



Winnebago County
The Wave of the Future

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TO: Winnebago County Board of Supervisors
FROM: Chairman Thomas Egan
DATE: October 17, 2023
RE: Appointment to Supervisor District No. 29

Subject to your approval, I am appointing George Bureau, 2615 Oakridge Road, Neenah, Wisconsin, to Supervisor District No. 29. Mr. Bureau will complete the unexpired term of Rachel Youngquist who has resigned from this position. Mr. Bureau's term will begin immediately and end on April 16, 2024.

Thank you in advance for your approval of this appointment.

Barthels, Julie A

From: George Bureau <george_bureau@att.net>
Sent: Saturday, September 23, 2023 12:10 PM
To: Egan, Tom; Barthels, Julie A
Subject: Application for District 29 County Board of Supervisors
Attachments: Bureau_George_Resume_2023.doc

Good afternoon

After much consideration I have decided to apply for the District 29 Board of Supervisors open position.

My reasoning for desiring to serve on the County Board is that of a patriotic, engaged citizen with a breadth of business experience who would like to help make a difference in his community and local government.

My resume attached details my business experience where I serve in a consulting capacity working with Wisconsin Manufacturers.

On a personal level, my wife and family have lived in the Menasha, then Neenah communities for over 30 years. We raised three adult children, one of which currently resides in the County.

I look forward to learning about next steps.

George

George Bureau
2615 Oakridge Road
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(920) 450-7185

George Bureau

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PRESIDENT | EXECUTIVE LEADER

Transformation | Leadership Development | Strategy Development – Deployment | Customer Focus

Experienced, engaging leader who transforms organizations for growth and profitability while developing future leaders, high performing teams and a market centered growth strategy that is deployed company wide.

PROFESSIONAL EXPERIENCE

WMEP, Madison, WI (*full-service consulting focused on Manufacturing*)

Senior Vice President

2023-present

Responsible for consulting business (operations). Added responsibilities for Operations, development of corporate strategy, business analysis and CRM relaunch

VP Consulting

2018-2022

Repositioned WMEP consulting to be VOC-market driven. Responsible for consulting division performance, manage 18 consultants and external service providers. Member of Executive Leadership Team. Integrally involved in key stakeholder relationships including clients, WEDC, Board, NIST.

- ✓ Significantly transformed targeted WI Manufacturers to growth and profitability through multifaceted engagements
- ✓ Pivoted consulting to deliver solution-based services targeting business continuity during Covid-19 including services tailored to the unique needs such as 13-Week Cash Flow and Pivot to Revenue (P2R)
- ✓ Envisioned and introduced the Automation service line including new the innovative AutomationTech™, AutomationAdvisor™ services
- ✓ Grew leadership bench strength through recruiting and coaching/development
- ✓ Helped organization engage clients at a higher, more strategic level and tapped into voice of the customer (VOC)

Director Growth, Human Capital and Certification Services

2015-2018

Led Growth, Human Capital and Certifications service lines with focus on delivering value added services to our clients, building sustainable revenue and profit growth for WMEP while moving the company towards its vision.

- ✓ Launched Growth-Strategy and Human Capital services and engaged new delivery partners
- ✓ Introduced innovative PRA®- Profit Risk Assessment and FAPI™- Financial Analysis for Profit Improvement services that engage organizations at the C-Suite level
- ✓ Developed systematic approach to service build-out and organization
- ✓ Provide executive level growth/strategy consulting state-wide

STR-AXIOS, Neenah, WI (*growth consulting*)

2013-2015

Principal

Consult on business growth (sales and marketing strategy), strategy development, strategy alignment and accountability and achieving customer focus. Clients include mid-sized manufacturing and healthcare clients. Faculty for MBA level courses in Corporate Strategy, International Trade, and Entrepreneurship.

Energy Bank Inc., Manitowoc, WI (*startup company, energy efficient equipment/financing*)

2013-2014

Chief Operating Officer

Recruited to and responsible for developing startup vision, mission, strategy, operations, go to market approach, processes and organizational plan to support scale up of start up business and to allow franchising.

- ✓ Collaborated in bringing unique non-capex financing options to potential customers
- ✓ Developed comprehensive plans/budgets including go to market /sales processes and channels
- ✓ Forged relationships with strategic vendor and marketing partners

Orion Energy Systems, Manitowoc, WI (energy efficient equipment)

2011-2013

Vice President

- ✓ Drove new product introductions through stage gate approach and strategic customer facing projects.
- ✓ Launched rebranded energy mgmt.- controls brand, and LED line achieving a +25% sales increase in sales starting in 4Q12
- ✓ Led rollout of Ownership Thinking, key performance indicators (KPI), lean initiatives
- ✓ Developed vision and growth strategy for and ran operation for the \$5M Agricultural Division
 - Achieved +49% growth yr/yr in domestic and international sales
 - Evaluated distribution network and added new dealers in six states. Aligned operations to lower cost, improve service
 - Designed a comprehensive Sales skills training program including a 2 ½ day “hands on university”, a standardized field notebook and monthly sales webinars
 - Accelerated sales through rollout of innovative tools and programs including: product selectors, marketing incentives, starter kits, “Demo Dare”, ad templates and simplified pricing / stocking program

Outlook Group, Inc. (f/k/a Outlook Graphics), Neenah, WI (label, card, carton printer)

2009-2011

Vice President, Sales and Marketing

Developed vision and brought to Board and shareholders plan reposition \$70 million company into long term sustainable, profitable growth in contract packaging/manufacturing. Leader of sales, marketing, customer service and planning.

- ✓ Delivered \$10.8 million annualized sales in contract packaging / new business in Medical, Consumer and Food segments including P&G, Medela and General Electric
- ✓ Developed comprehensive “Plan to Win” growth plans by product and market segment. Aligned with compensation plans.
- ✓ Established key skill development, a sales new business pipeline process, introduced CRM and value-added sales approaches including value proposals, case studies and sales tools.

Simmons Bedding Company, Neenah, WI (juvenile retail bedding products)

2006-2008

General Manager

Developed multi-year turnaround vision and strategy for \$22M, 125 employees, three US location Kids Division. Responsible for all operations including planning, budgeting, sales, finance, plants, customer service, HR, marketing and R&D.

- ✓ Expanded into new markets including mass merchant, club, specialty and internet. Launched new innovative products (ex. Beautyrest® Beginnings, musical changing pad) and strategic partnerships. New markets contributed 1st year a 5% sales increase and 3 new top 10 customers.
- ✓ Drove cost reduction in existing commodity segments through outsourcing and other approaches
- ✓ Systematically upgraded processes including new product ideation through commercialization, compensation and people development/succession planning.

West Business Services, Appleton, WI (outsourced sales and marketing)

2002-2006

Vice President and General Manager

Senior Executive team member with profit (P&L) responsibility for \$200 million, 200 employee B2B division of \$1.2 Billion, NASDAQ company. Managed \$20+ million annual operating budget; interface and strategy development with over 50 major clients including Gillette, Reebok, Colgate, Microsoft, Kimberly-Clark, Bristol-Myers Squibb, GlaxoSmithKline, DHL, American Greetings, Staples and Kelloggs. Increased revenue from \$13 to \$36 million in 4 years; 2006 sales of \$45 million were increase of 26% over previous year; 31% profit growth from 2004 to 2005, and double-digit sales and profit growth sustained over 4-year period.

- Generated \$45 million commission income for clients nearing \$1 billion sales
 - ✓ New business initiatives and base business growth generated incremental \$4.0M commission sales
 - ✓ New customers included Earthlink, Blackberry, Rand McNally and Microsoft GTM (\$2.5M sales)
 - ✓ Restructured CP Division, reduced staff 7.6% and generated +30% in operating income
 - ✓ Introduced innovative processes in new business forecasting, market segmentation, leadership planning, incentive plans, recognition, people development / training and balanced score cards

Appvion, Inc. (f/n/a Appleton Papers), Appleton, WI (\$1.0 billion mfg. of engineered coated products) 1992-2002
Vice President, Marketing and Sales

Executive Committee member reporting to the President. Managed \$11.6 million budget and 40-member staff. Leader of Merchant business, developed vision that focused on segmentation, new product development, channel growth, brand building, market share growth, CRM, and cost reduction; maximized sales by utilizing distributors, direct sales, telesales, E-Business and OEM partners. Member of team that developed and launched new company wide vision and 5-year growth plan to reposition company to new products solutions.

- \$850 million Carbonless Business – leadership team
 - ✓ Maintained consistent 20+% EBITDA in a maturing then declining market
 - ✓ Grew market share to 60%+ in a highly competitive market
 - ✓ Earned 5% price premium through Value-Added approach, \$30+ million in profit, annually
 - ✓ In 2001, reduced cost of sales by \$15 million
 - ✓ Increased measured customer satisfaction achieving a 98% “Very Satisfied” rating
- \$250 million Merchant Distribution Business
 - ✓ Built market dominating position with over 60% market share
 - ✓ Generated \$2+ million in 2001 revenue growth in pharmaceutical segment via new products
 - ✓ Successfully launched \$15M/year digital-based new products
 - ✓ Developed and launched a 20-city campaign that increased revenues \$3.5 million
 - ✓ Secured unprecedented \$60 million, 4-year contract with a major distributor
 - ✓ Aligned operations capability with business focus. Develop extensive people development planning.
- \$85 million International Business
 - ✓ 3-year, 15%+ volume growth and #1 share in Latin America in spite of oversupply / price erosion
 - ✓ Negotiated partnership with the major producer in Mexico leading to \$6.0 million in new business

Promoted to the above position from Director, Customer Satisfaction & Quality and to that position from Group Product Manager. Led Customer-Focused-Quality (CFQ) and 1996 Malcolm Baldrige National Quality Award processes. 1 of only 5 US companies to earn a site visit that year. Repositioned 80% of company products, increased revenue and market share; launched new product in 6 weeks to thwart a competitive reentry while adding over \$1.5M in sales.

P.H. Glatfelter Company Spring Grove, PA (\$700M specialty paper and coated substrate mfg.) 1982-1992
Senior Account Manager

Identified, assessed and developed new specialty coated. Through extensive customer interaction and business planning developed \$5+ million in new revenue streams within 18 months. Previous positions included Sales Administration Manager and Technical Chemist.

Education

MBA, Marketing, York College, York, PA, 3.86 / 4.00 GPA
 BS, Penn State University, State College, PA

Professional and Extracurricular Activities

Adjunct Faculty Lakeland College - Corporate Strategy, Leadership, International Trade and Finance
 Adjunct Faculty Concordia University - International Leadership
 Board President - Green Bay Junior Gambler AAA Hockey
 Board President - Valley Figure Skating Club
 Assistant Scoutmaster Troop 81 – Boy Scouts of America
 Vice President - Fox Valley Youth Hockey Association

